

SOME THINGS TO THINK ABOUT: IS EXPORTING RIGHT FOR YOU?

The following questionnaire highlights characteristics common to successful exporters and is designed to help determine if exporting is right for your company. As you answer each question, try to identify areas within your company that you will need to strengthen to take full advantage of export opportunities. Upon completion, our staff of international marketing specialists will help you analyze your responses and determine your export potential, identify areas in need of enhancing, and provide the expert consulting to get you started.

Optional:

Company Name: _____ Name: _____ Tel #: _____

Are Your Products Competitive in Foreign Markets?

- On what basis do you think your products are internationally competitive? (Check all that apply.)

<input type="checkbox"/> Unique Features	<input type="checkbox"/> Faster delivery	<input type="checkbox"/> Better quality
<input type="checkbox"/> Lower price	<input type="checkbox"/> Don't know	<input type="checkbox"/> Other _____

- Which foreign markets do you think offer the best potential for your products and why?

- Will your products require special handling or packaging for export? Yes ____ No ____
(Check all that apply.)

<input type="checkbox"/> Refrigerated	<input type="checkbox"/> Frozen	<input type="checkbox"/> Perishable
<input type="checkbox"/> Fragile	<input type="checkbox"/> Climate sensitive	<input type="checkbox"/> Short shelf life (less than 12 months)

Do You Have an Export Plan?

- Does your company have (or are you preparing) an international marketing plan with defined goals and objectives? Yes ____ No ____

- Does your company have someone to develop export sales? Yes ____ No ____

- What kind of foreign representation would meet your company's needs in your target markets?
(Check all that apply.)

<input type="checkbox"/> Agent	<input type="checkbox"/> Trading Company	<input type="checkbox"/> Wholesaler
<input type="checkbox"/> Retailer	<input type="checkbox"/> Joint Venture/Strategic Alliance	<input type="checkbox"/> Other _____

- How will your company locate a foreign distributor? (Check all that apply.)

<input type="checkbox"/> International Trade Shows/Trade Missions	<input type="checkbox"/> Advertising/Industry Journals	
<input type="checkbox"/> U.S. Trade Shows	<input type="checkbox"/> USDA	<input type="checkbox"/> Trade Leads
<input type="checkbox"/> State of Missouri International Offices	<input type="checkbox"/> Other _____	

- Can you use your current promotion methods overseas? If not, what changes will you need to make?

Missouri Department of Agriculture, Ag Business Development Division, International Marketing Program
Tel: (573) 751-4339 Fax: (573) 751-2868 E-mail: mexports@mda.mo.gov

Can You Service International Customers?

- Is your company willing to spend the time and resources necessary to build relationships with your export customers before expecting results? Yes ____ No ____
- Is your company committed to providing the same level of service given to domestic customers? Yes ____ No ____
- Is your company willing to modify product packaging and ingredients to meet foreign import regulations, food safety standards, and cultural preferences? Yes ____ No ____
- Does your company have sufficient production capacity that can be committed to the export market over the long term? Yes ____ No ____
- Can your company provide export price quotations to international buyers? Yes ____ No ____
- Does your company have staff who are familiar with export procedures? Yes ____ No ____
- Does your company have staff who can handle export documentation? Yes ____ No ____
- Can your company ensure that export orders are processed as promptly as domestic orders? Yes ____ No ____
- Can your bank handle international financial transactions? Yes ____ No ____

Can You Afford to Export?

- Does your company have adequate funds for initial export development, including international travel, trade shows, market research, and international business training? Yes ____ No ____
- Does your company have the financial resources to actively support the marketing of your products in the targeted markets over the long run? Yes ____ No ____
- There are many challenges and benefits to exporting. Is your company prepared to commit company resources to uncover export opportunities? Yes ____ No ____

SUBMIT

How Did You Do?

The more positive responses you had to the above questions, the better chance you have for succeeding in today's dynamic global market. Even if you answered "No" to some of these questions, your company can still export if you are willing to make some changes and a commitment to exporting. Please contact the Missouri Department of Agriculture's International Marketing Program at the numbers below for information and assistance on how to export.

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This questionnaire was developed from the USDA's Trade Assistance and Promotion Office export readiness survey.